

SOCIAL RESPONSIBILITY AS COMPETITIVE ADVANTAGE IN GREEN BUSINESS

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**THE ROLE OF MESSAGE FRAMING AND INVOLVEMENT IN
PROMOTING POSITIVE ATTITUDE OF USE ORGANIC
PRODUCTS: A CONCEPTUAL FRAMEWORK**

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ABSTRACT

The low consumption of organic compared to conventional products is one of the practical problems faced by marketers in the area of marketing of green products. The high price and availability of organic products are perceived by consumer as the biggest obstacle to consume it. Marketing communication to provide education to the consumer is one way that can do by marketers to encourage a positive attitude towards the use of organic products. The message framing in advertising on organic products can be used as a form of marketing communication. Based on prospect theory and the Elaboration Likelihood Model (ELM), this article aims to provide a conceptual framework of the role of message framing and the level of consumer involvement in persuasion effect the use of organic products.

Keywords: organic products, attitude, message framing, involvement